



California Department of Food and Agriculture
Office of Grants Administration

2019 Specialty Crop Block Grant Program California Grown Promotion



Focus

Projects will focus on increasing sales of California specialty crops through:

- Promotion of the California Grown identity
- Developing new markets
- Increasing opportunities in existing markets
- Improving availability
- Increasing demand



California Grown Identity

- The California Grown *identity* is not CA GROWN
- Brands and/or logos cannot be promoted using SCBGP funds
- Promote California specialty crops instead





California Grown Identity

- What is the California Grown *identity*?
- “Grown in California” identity
- California specialty crops stand out
- Unique qualities

Leverage California’s identity to create a project that will accomplish one of the priorities under the California Grown Promotion funding category.



California Grown Identity

- Not about promoting the CA GROWN logo and/or brand.
- CA GROWN membership is not a requirement to submit a proposal
- Membership is not a factor in scoring
- Nothing prohibits your organization from joining CA GROWN
 - SCBGP funds cannot be used to cover the cost of membership fees



Indicator

- “Sales increased from \$xx to \$xx and by xx percent as a result of marketing and/or promotion activities.”
- Must have a baseline in sales
- If there is no existing baseline:
 - Establishing a baseline must be one goal of the project



Project

- Local
- Regional
- Statewide
- National
- International

Leverage the California Grown identity
to increase sales



Questions

